



Active Oxfordshire: Purpose, Vision and Values

Our Purpose

We help people in the most need across Oxfordshire by working with partners to increase physical activity

Our Vision

Everybody in Oxfordshire is physically active

Our Values

Active Oxfordshire's values are central to the culture of our organisation. They reflect who we are and what we stand for, both externally through the work we do and the impact that we have, and internally by the way we act and treat each other. These values were agreed on by the Active Oxfordshire staff team and Trustees. They will have a shared responsibility to ensure that they are embedded in all that we do and to ensure we work better together to produce our best work for all.

WE GUIDE AND SUPPORT

Active Oxfordshire are the experts on the role physical activity and sport can play in county-wide health improvement. By sharing knowledge and "what works" with each other, with partners and with Oxfordshire residents, we help put in place interventions and resources that help educate, advise and change behaviour.

WE UNIFY

Active Oxfordshire is a catalyst for network creation and collaboration. We broker relationships that bring people together. We listen to and respect the knowledge and opinion of others. We value feedback. We work together to deliver the best possible service for our partners as one team.

WE STRIVE FOR EQUITY

Improving health and wellbeing for all and tackling health inequalities are our twin goals. We are inclusive internally and externally. We challenge the status quo to drive change and make a difference to people's lives in Oxfordshire.

WE ARE PASSIONATE

We are passionate about improving everyone's health and wellbeing through physical activity and sport. We trust one another to be honest, transparent, reliable and professional in pursuit of our ambitions.

WE IMPROVE TO BE OF VALUE

We achieve things through teamwork, co-operation and partnership in everything we do. We are accountable for our actions and we want to continuously improve what we do and the way we do it. Where we make mistakes, we will be supported to reflect and learn from failure.

Active Oxfordshire: Aims & Objectives

Aims

Aim 1: Reach every school and college in the county

Aim 2: Improve the mental wellbeing of people in Oxon through physical activity

Aim 3: Increase physical activity levels of the population living with long-term health conditions or disability

Aim 4: Focus on communities/ places with the highest levels of inactivity across the county

Aim 5: Decrease levels of inactivity among older people in identified areas of the county

Objectives

Activate the local workforce to increase skills, capacity and diversity

Develop *GO Active* as the county-wide brand for activity delivered with and through partners

Be proactive at promoting what works to share learning around what works

Focus on Inactivity in place-based working in the areas of the greatest need

Actively land national strategies, local health priorities and new marketing campaigns

Collaborate with Public Health, OCCG, local authorities and Sport England to make change happen